

OK-STOP \$  
510 P  
11-2

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	Sales	Retail
1221		21,32
1222	1222	
1223	1223	
1228	1228	
1224	1229	
1225	FROM	
1226	PG	SC
1229	MG	PA
1240		
1244	RSM	RBM

TO:

BOSTON R.O.U. BUFFALO R.O.U.

DATE:

10/20/95

FOR:

NEW YORK METRO R.O.U.

DISSEMINATION TO ALL SALES/RETAIL REPRESENTATIVES

CC: DIVISION MANAGERS; RETAIL MANAGERS

CR- 590P &  
340P**CHAIN PROMOTIONAL INFORMATION**CHAIN NAME: STOP & SHOP SUPERMARKETS CID #: 0533 00 00PROMOTION TYPE: BASE WINSTON & SELECT \$2.50 BUYDOWN SUPPLIER: FRANKLIN WHSLERSDESCRIPTION: REDUCE PRICE OF WINSTON /SELECT AS FOLLOWS:WINSTON (ALL STYLES) \$2.50 PER CARTON / .25¢ PER PACKWINSTON SELECT (ALL STYLES) \$2.50 PER CARTON / .25¢ PER PACKBRANDS: WINSTON & WINSTON SELECT -- ALL STYLESAUTHORIZED LOCATIONS: ALL STORESTIMING: EFFECTIVE 11/5/95 THROUGH 12/16/95DISPLAY METHOD: CARTON FIXTURE AND ECDACTION REQUIRED: PLEASE CONTACT STORES AS CLOSE TO THE 11/5/95 IMPLEMENTATION DATE  
AS POSSIBLE TO ENSURE PRICE COMMUNICATION ON BOTH CARTON FIXTURE  
AND THE ECD CLEARLY INFORMS CONSUMER OF DISCOUNTED RATES ON  
THESE BRAND FAMILIES.\*\* WINSTON SHOULD BE FEATURED IN THE RJR EXCLUSIVE ECD UNIT.COMMENTS: STOP & SHOP WILL BE UTILIZING CO-MARKETING FUNDS TO REDUCE THE PRICE  
OF THESE BRANDS.\*\* PLEASE FIND ATTACHED A COPY OF THE MEMO WHICH HAS BEEN  
PROVIDED TO ALL STOP & SHOP LOCATIONS.AUTHORIZED BY: JACK MAHON, BUYER R.J.R. REP: M. A. BELNIAKDIVISION: BOSTON CHAIN 1140PHONE: 508 435 8813FAX: 508 435 8591

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